

Marketing Mix Factors that Influence Visitors Choose Aeon Mall as a Shopping Tourism Destination

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Abstract

Aeon mall is company from Japan, and joint venture with Sinarmas Land for PT.AMSL Indonesia. Aeon mall grand opening in BSD, Tangerang 30 May 2015, after two years from the opening Aeon Mall has already many visitors from area in Jabodetabek. Marketing mix approach is used from Morrison (2002) product, price, place, promotion, people, packaging and programming, also partnership. The aim of this study was to determine the effect of marketing mix based on Morrison theories to visitor decision of visiting Aeon Mall. This research used descriptive method approach. The population in this study is Aeon Mall visitors. The respondent was chosen by random sampling. The numbers of respondents are 218 people. The data was collected by distributing questionnaires. The analysis technique used validity and reliability, frequencies, mean, the classical assumption test, t-test, f-test, regression analysis, hypothesis test and coefficient of determination by using SPSS for windows 20.0. The study found that there was a positive and significant impact of product, promotion, and partnership to visitor's decision of visiting Aeon Mall. But there wasn't a positive and significant effect of price, place, people, packaging and programing to the visitor's decision of visiting Aeon Mall.

Keywords: marketing mix, product, price, place, promotion, people, packaging and programming, partnership, visitors decision

A. Introduction

Aeon Mall is the first Japanese mall that is built in Indonesia. It's established on 30 May 2015, located in BSD, South Tangerang. Aeon Mall is in cooperation with Sinar Mas Land and joint venture of PT.AMSL Indonesia for the development of shopping areas. In Indonesia, Aeon open branches in 12 Asian countries, such as Malaysia, Philippines, India, Hong Kong, and others.

Mall on 20,000 hectares of land, Aeon Mall has 280 stores, including 47 stores from Japan, and 25 of them newly opened in Indonesia, and there are 2.000 parking capacities. There are lifestyle functions as a hangout, meeting point, and entertainment places.

Shopping malls are a familiar term nowadays "shopping center as a retail property that is planned, built, owned and managed as a single entity comprising commercial rental units (CRU) and common areas, with a minimum size of 10,000 square feet (Gross leasable area or GRA) and a minimum of three CRUs. On-site parking is also common provided "(International Council of Shopping Center: 1999).

Activities made by the visitors in the shopping center is vary, such as go shopping, go watching, hang out with friends, walk around the mall, enjoy food.

Nowadays shopping center has become a life style for urban people. Shopping centers are not just for shopping but many people are doing important meetings in shopping centers.

In order to succeed well, Aeon Mall develop strong and integrated effort of implementing aspects of product, price, place, promotion, people, packaging programming, and partnership. Marketing mix strategy covers all of these aspects, so the application of a marketing strategy will impact on the success of tourism object development.

B. Literature Review

Marketing mix can be defined as the strategy to control and use marketing tools that the company respons the target market behavior. The marketing mix consist of the number of effort to influence the demand for its product (Kotler, 2010:70).

Morrison (2002: 21) states that marketing strategy is the 8 P's of marketing. They are product, price, place, and promotion, people, packaging, programming, and partnership.

1. Product

A product any effort that is given to the market in order to satisfy the customer needs by attract the attention the customer to buy, consume, or use (Kotler, 2010:230).

Products in hospitality and travel consists of (1) Staff behavior, appearance, and uniform, (2) Building exterior, (3) Equipment, (4) Furniture and

fixtures, (5) Signage, and (6) Communications among customers and other publics.

2. Price

Price is the amount of money that must be paid to obtain the product (Kotler, 2010:70). Price is the amount of money that is charged for a goods or services. More broadly, price is the sum of the value of consumers exchanges for benefits of having or using the product or service (Kotler, 2010:291).

3. Promotion

Promotion is an element of marketing mix to inform, persuade and remind the market of a product and/or the organization. The objective is to influence beliefs or behavior of the recipients (Stanton, 1994:456).

4. Place

There are two distribution concepts. They are direct distribution and indirect distribution. Direct distribution occurs when an organization takes on overall responsibility for promotion, serving, and providing services to customers / travelers. For example some packages that can only booking directly to the organization itself. While indirect distribution occurs when some responsibility and promotion, ordering of service provision is given to one or more of the other hospitality and travel organizations (Morisson, 2002: 339).

5. Packaging and Programming

Hospitality and travel services are perishable. The sales without an excellent packaging and programming will be failed. Packaging and techniques related to programming play a very important role in the sale of services when the demand for such services is very low.

Package is a combination of related and complementary services by offering a single price. This means that in a certain price already includes several types of related services. Program is a technique that closely related to the packaging. It includes the development of special activities, events, or programs aimed at increasing tourist spending (Morrison, 2002: 314).

Packaging and programming are related concepts. Some packages include some programming, and often those programs as a driver of the demand for those special packages. But it is also possible to create packages without programs such as room rate packages including breakfast, or otherwise unlimited programming like Monday night, and early bird discounts do not have to be customized.

6. Partnership

Partnership is a collaborative effort in promotion and other marketing cooperation from hospitality and travel organization. These efforts are from "one short" or short-term cooperation in promotion to long-term marketing

agreements in marketing that may involve multiple combinations of products or services and two or more organizations.

7. People

People are an essential element in the production and delivery of services. The quality of the service is largely determined by the quality and behavior of the company's staff. This is particularly true in respect of those whose jobs involve high levels of customer contact (McDonald, Frow and Payne, 2011:37).

8. Buying Decision

Buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior (Kotler (2010:164).

9. Mall

A shopping Mall or shopping Centre is a building or set of buildings which contain retail units, with interconnecting walkways enabling visitors to easily walk from unit to unit (Pacione, 2005).

A shopping mall is an enclosed shopping center that have large structure managed by a single company housing a variety of retail shops and services, surrounded by a parking area, and situated in a suburban setting; or any large shopping center; or a mixed used shopping complex, which combines stores, services, offices, restaurants, recreations, and other functions (Shopping Mall and Shopping Center Studies: Eastern Connecticut State University, 2009).

C. Research Methodology

The number of samples is determined by using Hair et al (2006) as follows: $n = Q \times 5$. n is sample population; Q is research variable; 5 is number of observers with Hair Theory. Based on the formula can be calculated sample taken from this research is 185 but the numbers of respondents in this study are 218 people. The research sampling technique was convenience sampling. The questionnaires were distributed in February to May 2017. The data was collected by distributing questionnaire to respondents.

This study used descriptive methods approach. The test consisted of validity, reliability, frequencies, mean, t-test, f-test, classical assumption test, hypothesis testing, and coefficient of determination. They were analyzed by using SPSS 20.

D. Result and Discussion

1. Validity and Reliability

The result of validity and reliability test can be describes in Table 1. According to the data result all statements in the questionnaires are valid and reliable.

Table 1. Results of Validity and Reliability Test

No	Indicator	Factor Leading	Cronbach's Alpha	Status
Product			0.856	Reliable
1	Customers enjoy a wide range of shopping activities.	0.771		Valid
2	The Mall building is clean and well maintained.	0.553		Valid
3	Aeon Mall exterior and interior design are attractive.	0.555		Valid
4	Aeon Mall has adequate parking facilities.	0.816		Valid
5	Aeon Mall has clean toilets.	0.726		Valid
6	Aeon Mall has good information service.	0.501		Valid
7	Aeon Mall provides a comfortable and quiet environment for visitors.	0.448		Valid
8	Aeon Mall has a favorable security condition for visitors,	0.455		Valid
Price			0.649	Reliable
1	Aeon Mall has affordable parking rates.	0.511		Valid
2	The prices of goods match to its quality.	0.511		Valid
Place			0.921	Reliable
1	Aeon Mall is located close to the main road	0.732		Valid
2	Aeon Mall is located in an area that is easy to access.	0.874		Valid
3	Local transportation is available.	0.875		Valid
4	Aeon Mall is close to other tourism destination.	0.804		Valid
5	Aeon Mall is close to toll road and train.	0.697		Valid
Promotion			0.977	Reliable
1	The frequency of Aeon Mall ads is often seen or heard in the media.	0.913		Valid
2	There is an exciting Aeon Mall advertising.	0.948		Valid
3	Banner and Aeon Mall poster is placed at strategic location.	0.966		Valid
4	The Aeonmall.com website is accessible easily and very helpful.	0.950		Valid
5	The ad message is clear.	0.890		Valid
People			0.645	Reliable
1	The Mall staff is very helpful and empathetic.	0.630		Valid
2	The mall staff has a good motivation at work.	0.712		Valid
3	The mall staffs are friendly and courteous.	0.596		Valid
4	The appearances of Mall staff are clean and neat.	0.700		Valid

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	Packaging and Programming	0.698	Reliable
1	Aeon Mall organizes special pricing programs, discounts and vouchers, free samples and attractive prizes to visitors.	0.401	Valid
2	Aeon Mall holds a program for Privilege Card holders in the form of auto and motorcycles at the end of the year, as well as discounts for shopping.	0.529	Valid
3	There is contest and events at Aeon Mall.	0.625	Valid
	Partnership	0.858	Reliable
1	Aeon Mall has cooperated with certain banks.	0.624	Valid
2	Aeon Mall has been cooperating with certain tenants.	0.802	Valid
3	Aeon Mall has been cooperating with certain Event Agency.	0.781	Valid
	Buying Decision	0.816	Reliable
1	Aeon Mall has a unique concept.	0.536	Valid
2	Aeon Mall has a varied tenant.	0.626	Valid
3	You visit Aeon Mall because of its attraction as a tourist shopping area.	0.577	Valid
4	You visit Aeon Mall because the image / image of Aeon Mall as a tourist destination shopping area.	0.570	Valid
5	I feel satisfied to visit Aeon Mall.	0.534	Valid
6	I will make a return visit to Aeon Mall.	0.511	Valid
7	Aeon Mall has a variety that suits my needs.	0.541	Valid

2. Frequencies

According to the data, male respondents are around 47%, and women are around 53%. The ages of respondents are 17-37 years (58%), 38-58 years (41%), and > 59 years (1%). Based the job, the respondents who work as entrepreneur is 24%; private employees is 33%; civil servants is 11%; housewives is 22%, and student is 11%. In the point of salary, the respondents have no income around 7%; <Rp.500.000 is 4%; and Rp.1000.000-Rp.5000.000 is 10%; Rp.6000.000-Rp.10.000.000 is 12%; Rp.11.000.000-Rp .15,000,000 is 18%; Rp.16.000.000-Rp.20.000.000 is 28%; and > Rp.20,000,000 is 22%. The respondents live in South Tangerang (36%), Tangerang City (33%), some from Central Jakarta (7%), West Jakarta (8%), South Jakarta (10%), Bogor (3%) , and North Jakarta (4%).

3. Mean

The lowest mean of product sub-variable is 3.56. It's for the adequate parking facilities. The lowest mean of price is 4.50. It's for the statement of an affordable parking ticket. The ticket for parking a car, private is Rp. 3.000,- per hour; car box Rp. 5.000- per hour, and truck or bus Rp. 10,000,- per hour. Motor for the first 2 hours Rp. 2.000,- per hour, and 1 hour later Rp. 1.000,- per

hour. The ticket is reasonable. The lowest mean of sub-variable place is 3.61. It's for availability of local transportation. According to the observation, the public transportation is needed in the direction to Foresta area. There is only settle bus service. The lowest mean of sub-variable Promotion is 3.64. Aeon Mall advertisement is often seen or heard in media. But the possibility of advertisement on television or in banner in certain area like Bogor or other area is rarely seen. Word of mouth promotion will be the best way to promote things. The lowest mean of sub variable people is 3.80. The staffs are very helpful and empathize towards the visitors. The lowest mean of sub-variable Packaging and Programming is 3.59. Aeon Mall holds a program for holders of Privilage Card in the form of sweepstakes of cars and motorcycles at the end of the year, as well as discounts for shopping. Probably not knowing the end of the privilege card program so that the lottery and discount programs are not felt by most visitors Aeon Mall. The lowest mean of sub-variable Partnership is 3.59. Aeon Mall has cooperated with certain event.

4. T-Test

T-test on regression analysis is shown in Table 2.

Table 2. Result T test on Regression Analysis

Model		Unstandardized Coefficients		
		B	T	Sig
1	(Constant)	0.923	3.917	0
	Av_Produk	0.319	6.377	0
	Av_Harga	0.039	1.135	0.258
	Av_Tempat	0.038	0.844	0.399
	Av_Promosi	0.206	5.2	0
	Av_Orang	-0.036	-0.84	0.402
	Av_Program	-0.013	-0.171	0.865
	Av_Kerjasama	0.211	2.983	0.003

In the table can be seen the equation of multiple linear regression can be formulated equation as follows:

$$Y = (0.923) + (0.319X1) + (0.039X2) + (0.038X3) + (0.206X4) + (-0.036X5) + (-0.013X6) + (0.211X7)$$

The multiple linear regression equation is described as follows:

- a. Constants 0.923 means that if there is no product factor, price, place, promotion, people, partnership, and packaging and programming, the marketing mix factor to the buying decision of the visitors is equal to 0.923.
- b. Coefficient 0.319 means that any increase in the Product factor of one unit will increase the visitor buying decision 0.319..
- c. Coefficient 0.039 means that any increase of Price factor of one unit will increase the visitor buying decision 0.039.
- d. Coefficient 0.038 means that every increase Place factor of one unit will increase the visitor buying decision 0,038.
- e. Coefficient 0.206 means that every increase Promotion factor of one unit will increase the visitor buying decision 0206.
- f. Coefficient -0.036 means that any increase People factor of one unit will decrease the visitor buying decision 0.036.
- g. Coefficient -0.013 means that every increase Packaging and Programming factor of one unit will decrease the visitor buying decision 0.013.
- h. Coefficient 0.211 means that any increase Partnership factor of one unit will increase the visitor buying decision 0.211.

5. Hypothesis Test

Hypothesis testing is done by using SPSS software 20 version, and hypothetical decision making based on data analysis is done by comparing the significance of p-value probability value and significance level that is $\alpha 5\% = 0.05$ with the following conditions:

- If p-value < 0.05 then the relationship of both variables is significant or H_0 rejected and H_a accepted.
- If p-value > 0.05 then the relationship between the two variables is not significant or H_0 accepted and H_a rejected.

Table 3. Hypothesis Results

Hypothesis	Probability Significant <i>p-value</i>	Results
H1: There is a positive and significant influence between the Product and the decision of the visitor choosing a shopping tour at Aeon Mall	0.000	H1 Accepted
H2: There is a positive and significant influence between the Price and the decision of the visitor choosing a shopping tour at Aeon Mall	0.258	H2 Rejected
H3: There is a positive and significant influence between the Place and the decision of the visitor choosing a	0.399	H3 Rejected

shopping tour at Aeon Mall		
H4: There is a positive and significant influence between the Promotion and the decision of the visitor choosing a shopping tour at Aeon Mall	0.000	H4 Accepted
H5: There is a positive and significant influence between the People and the decision of the visitor choosing a shopping tour at Aeon Mall	0.402	H5 Rejected
H6: There is a positive and significant influence between the Packaging and Programming and the decision of the visitor choosing a shopping tour at Aeon Mall	0.865	H6 Rejected
H7: There is a positive and significant influence between the Partnership and the decision of the visitor choosing a shopping tour at Aeon Mall	0.003	H7 Accepted

6. F-Test

Based on the result f-test, in column (Sig) or score probability value significance with score 0,000 or below 0,05. It means independent variable that consists of product, price, place, promotion; person, partnership, packing and programming have significant influence positively to select visitors. F-test result is described in Table 4.

Table 4. The Results of f-Test

Model		Sig.
1	Regression	.000 ^b
	Residual	
	Total	

7. Hypothesis Testing

Hypothesis testing is done by using SPSS software 20 version, and hypothetical decision making based on data analysis is done by comparing the significance of p-value probability value and significance level that is $\alpha 5\% = 0.05$ with the following conditions:

- a. If p-value < 0.05 then the relationship of both variables is significant or H0 rejected and Ha accepted.
- b. If p-value > 0.05 then the relationship between the two variables is not significant or H0 accepted and Ha rejected.

Hypothesis results can be seen in Table 5.

Table 5. Hypothesis Results

Hypothesis	Probability Significant p-value	Results
H8 : There is a positive and significant Influence between Marketing Mix with the decision of visitors to choose shopping Destination at Aeon Mall	0.000	H8 Accepted

Based on the results of data for Marketing Mix variables p-value value $0.000 < 0.05$ indicates that the hypothesis accepted. It means there is a positive and significant influence between the Marketing Mix with the decision of visitors to choose shopping destination in Aeon.

8. Coefficient Determination

The result of coefficient value on regression analysis is described in Table 6.

Table 6. Coefficient Value on Regression Analysis

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.821 ^a	0.673	.662		.26828

Based on the table, it shows that the correlation coefficient value of 0.821 is approaching the value of 1. It means that product, price, place, promotion, partnership, packaging and programming have a positive and strong impact to buying decision.

Coefficient determination of 0.673 or 67.3% means that product; price, place, promotion, people, partnership, and packaging and programs influence buying decision 67.3% and 32.7% was caused by other factors.

From the marketing mix, X variables such as product, price, place, promotion, person, packaging and program, and partnership has positive and significant variables are product, promotion, and partnership.

Variable Y from the visitor decisions choose the lowest mean of 3.76 ie you visit Aeon Mall because the image / image Aeon Mall as a shopping destination tourism area. Possible visitors assume Aeon Mall is just a shopping place in general like other malls that provide various facilities and lifestyle for

visitors. Although some tenants are from Japan, and available 25 newly opened tenants in Indonesia, Aeon Mall can cooperate with other unopened international tenants in South Tangerang, so visitors are increasingly interested in doing shopping.

Coefficient value on regression analysis, correlation coefficient value (R) 0.821 which is approaching number 1, which means simultaneously or together has a positive influence relationship or strong positive linearity correlation to free variable that is, product, price, place, promotion, People, packaging and programs and partnership.

E. Conclusion

According to the study, it's concluded that there is a positive and significant influence between the Product and the decision of the visitor choosing a shopping tour at Aeon Mall; There isn't a positive and significant influence between the Price and the decision of the visitor choosing a shopping tour at Aeon Mall; There isn't a positive and significant influence between the Place and the decision of the visitor choosing a shopping tour at Aeon Mall; There is a positive and significant influence between the Promotion and the decision of the visitor choosing a shopping tour at Aeon Mall; There isn't a positive and significant influence between the People and the decision of the visitor choosing a shopping tour at Aeon Mall; There isn't a positive and significant influence between the Packaging and Programming and the decision of the visitor choosing a shopping tour at Aeon Mall; There is a positive and significant influence between the Partnership and the decision of the visitor choosing a shopping tour at Aeon Mall; There is a positive and significant Influence between Marketing Mix with the decision of visitors to choose shopping Destination at Aeon Mall.

Product, price, place, promotion; person, partnership, packing and programming have a positive and significant impact to select visitors. Product, price, place, promotion, people, partnership, and packaging and programs influence buying decision; the mall must provide adequate parking facilities. The mall can settle additional parking space, on every weekend and holidays. The mall can expand the parking area by buying a field around the area and build a parking area or for now the mall can add security outside the parking area of the mall area. Next, the ticket for parking a car, private is Rp. 3.000,- per hour; car box Rp. 5.000- per hour, and truck or bus Rp. 10,000,- per hour. Motor for the first 2 hours Rp. 2.000,- per hour, and 1 hour later Rp. 1.000,- per hour. The ticket is reasonable. It's recommended that the mall can add other facilities such as CCTV, valet, and the addition of lights in some corners of minimal lighting, In addition, the addition of parking counters in and out, because very long car queuing. The public roads must be managed so the motorists will be easy to pass through the road. After that, the mall must provide local transportation.

According to the observation, the public transportation is needed in the direction to Foresta area. There is only settle bus service. There will be better if the mall can optimize the service of a free bus facility. A bus service that is provided by the Aeon Mall is often late. So most visitors are reluctant to use this facility. Visitors must wait longer than the schedule already announced by the mall. Therefore, the management must coordinate with the bus service or can be monitored so that the facility can be useful efficiently. Then, the Aeon Mall advertisement must be easy to be seen or heard in media. But the possibility of advertisement on television or in banner in certain area like Bogor or other area is rarely seen. Word of mouth promotion will be the best way to promote things. The mall can increase the frequency of advertising on television, because surely everyone has television as one of the entertainment at home and the spread of advertisements will be widespread reachable people outside the area, although the influence of an influential promotion is electronic word of mouth but at a certain age or the previous generation. Actually, the staff has been very helpful and empathizes towards the visitors.

Even though, it's recommended that there is a training to increase the knowledge and expertise to the staff every month. In the case of improving the number of visitor, Aeon Mall holds a program for holders of Privilage Card in the form of sweepstakes of cars and motorcycles at the end of the year, as well as discounts for shopping. Probably not knowing the end of the privilege card program so that the lottery and discount programs are not felt by most visitors Aeon Mall. Therefore, the mall needs to improve the news about the program, so that more and more visitors who participate in the privilege card program. Finally, Aeon Mall must improve cooperated with certain event. The mall may hold cultural-related collaborations, special events based on traditional culture with Japanese cultural collaboration. For example Jaipong dance with traditional Japanese music arrangement.

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